

## *The GCL Solution for Small-to-Midsize Businesses*

Every business would like to have a staff of highly capable corporate attorneys dedicated to solving its legal problems. But many small companies can't afford to hire even one full-time attorney. Many larger companies can't afford to hire as many full-time attorneys as they really need, especially during peak times or times of opportunity. And many companies that can afford a legal staff can't afford to hire the kind of experienced lawyers who can really make a difference.

That's why The General Counsel, Ltd. (GCL) was formed. We make it possible for companies of all sizes to enjoy the benefits of seasoned in-house attorneys, with no added employee headcount and with capability matched to need.

*"They fit in really well and know how to get things done in a corporate setting"*

*- Senior Counsel*

Our lawyers are very comfortable in a corporate environment -- because they've been there before. Prior to joining the GCL, they worked as key members of in-house legal staffs for corporations and institutions such as Control Data Corp., Land O'Lakes, Inc, Continental Airlines, Graco Inc., ETA Systems, and Pillsbury North America. They can use that experience and knowledge of "best practice" to your advantage.

As former in-house attorneys, we believe very strongly in becoming a part of your company, living and working with you as often as possible. That way, we can be there before an issue becomes a crisis. And by being there to work with you, we can help you avoid unnecessary legal expenses and costly litigation.

*"They all come in as experienced lawyers, having gone through the rites of passage long before."*

*- Vice President, General Counsel*

We prefer to conduct business at your office, not ours. This practice also allows us to keep our overhead low. And let's face it – your ability to take advantage of legal services is directly related to the cost of those services.

*--More--*



# GCL POINTS OF DIFFERENCE

You'll find we don't have all the trappings of a typical outside law firm – the fine art and fancy furniture. So our costs are typically 30 – 40% lower than other law firms. We also offer discounted fees for retainer arrangements, which can allow you to have a predictable expense.

We can be there as much or as little as you need. And however you choose to use us, we have a breadth of experience that has enabled us to help clients in the following areas:

- Contracts
- Leases
- Licensing
- Purchase and Sales Documentation
- Distributor and Representative Agreements
- Confidentiality Agreements
- Software Licenses
- Board and Shareholder Records
- Credit and Collection
- Employment Law
- Product Safety and Liability
- Intellectual Property and Management
- Advertising Claims Review
- Regulatory Affairs
- Real Estate Law

If you need more specialized legal representation, we can provide you with an objective referral. We can also manage, monitor, and audit your outside litigation and other legal resources.

